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Buy-British Shirts Made in Portugal

LONDON, Jan. 13 — T-shirts printed with a Union Jack and the slogan "I'm Backing Britain" are among Britain's latest exports and will soon be on sale here. They sell for well under a pound ($2.40).

Orders have come from Belgium, France, Norway, Sweden, Holland and the Bahamas, thus helping Britain's balance of payments.

The only snag is that the shirts are made in Portugal.

"I regret it as much as anybody, but we just cannot get a British T-shirt which will give us the same quality at a price which will compare," explained Alan Conway, marketing director of Scott Lester.